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**LOCATION PRIVACY MANAGER FOR A WIRELESS
COMMUNICATION DEVICE AND METHOD THEREFOR**

ABSTRACT OF THE DISCLOSURE

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Rules of communication are established between a wireless communication device (102) and a remote source (108). Communications between the wireless communication device (102) and the remote source (108) are managed to prohibit at least one of an identity and a location of the wireless communication device (102) from being known to the remote source (108) responsive to the established rules of communication. The steps of establishing and managing may be implemented in a wireless communication device (102), a wireless communication network (104), and/or a location privacy manager (106). The rules of communication preferably include a password generated by the remote source (108), an identity of the remote source (108), an identity of a location privacy manager (106), and/or masking of the identity of the wireless communication device (102). The wireless communication device (102) is preferably a cellular telephone device. The remote source (108) is preferably a location-enabled service, such as, for example, a map service, a people finder service, or a remote party.